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Hearst Corp. Announces Executive Changes

NEW YORK — Richard E. Berlin, for 32 years president and chief executive officer of the Hearst Corp., announced today he is resigning these posts but will remain chairman of the board of trustees of the testamentary trusts under the will of William Randolph Hearst Sr.

Berlin, in his seventies and in vigorous good health, chose to relinquish his corporate of-

fices at this time so that he could devote himself to assisting in the orderly transition of responsibilities to younger men essential in the day-to-day operations and continued success of one of the nation's largest publishing companies.

Succeeding Berlin as president and chief executive officer will be Frank Massi, executive vice president and treasurer of the Hearst Corp.

John R. Miller, executive vice president and general manager of Hearst Magazines, will succeed Massi as executive vice president of the Hearst Corp.

William Randolph Hearst Jr., chairman of the board of directors and editor-in-chief of The Hearst Newspapers, will continue as editor-in-chief and will become chairman of the executive committee of the board of directors.

Randolph A. Hearst, chairman of the executive committee, will become chairman of the board of directors. He is now, and will continue to be, president of The San Francisco Examiner Division which publishes The San Francisco Examiner.

Richard E. Deems continues

as president of Hearst Magazines and as a member of the board of directors.

All of the above officers are testamentary trustees of the estate of William Randolph Hearst Sr.

The Hearst properties include eight newspapers; 11 special interest magazines; four radio and three television stations; King Features Syndicate; Avon Books; National Magazine Company Ltd., a British publishing company and real estate and mine holdings.

Berlin joined Hearst Magazines as an advertising salesman for Motor Boating magazine following his discharge as a lieutenant in the United States Navy in 1919. Four years later he was named business manager of Smart Set and McClure's magazines.

In 1930 he became executive vice president and general manager of the magazine division. In 1940, at a time when the company was in financial difficulties, Berlin was named president of the publishing firm by William Randolph Hearst Sr. Berlin was a member of the team that launched a massive reorganization.

Some newspapers were merged, others were sold and new financial policies were initiated. In a relatively brief time, the moves began to pay off and the organization once again was operating efficiently and profitably. In 1955, Berlin won the Magazine Publishers' Association Henry Johnson Fisher Award for outstanding achievement in magazine publishing.

He is on the executive board of Roosevelt Hospital, New York City, a director of the Boys Clubs of America and a

commissioner of the Saratoga Springs Authority. He is a Knight of Malta.

Massi joined the Hearst Corp. in 1934 as chief accountant of the old Pictorial Review Co. In 1939, he became a member of the Hearst Corp. general financial and auditing department. In 1953, he became assistant treasurer of the corporation and eight years later was named treasurer. He was appointed executive vice president in 1968.

A native New Yorker, he attended New York University and City College of New York. Massi launched his career in the publishing field in 1927 as an accountant with the McGraw Hill Publishing Co.

In 1932, he became associated with The Pictorial Review, a women's magazine. When in 1934, the Hearst Corp. purchased the Review, he was retained as chief accountant.

Massi is a member of the board of directors of Southwest Forest Industries Inc. and the Bureau of Advertising. He serves on the advisory board of Manufacturers Hanover Trust Co. He is a Knight of Malta.

Miller's entire career has been with Hearst Magazines. In 1934, upon graduation from Goldey College, Wilmington, Del., he started with the Hearst Magazines circulation department.

In 1945, he became vice president of International Circulation Distributors, the distributing arm of Hearst Magazines. He then filled posts as agency manager, trade manager, subscription sales manager and assistant general manager of ICD.

In 1955, he was named vice president and director of circulation of the magazine division. He has been executive vice president and general manager of Hearst Magazines since 1967.

Miller is vice chairman of the board of directors of the Audit Bureau of Circulation and is a trustee of St. Paul's School, Garden City, N.Y.